



Courtesy Gahanna News/SNP Inc.

# A Portrait of Gahanna Business

City of Gahanna  
Department of Development  
Business Survey Results  
2002



## Survey Summary

- Goal: To Promote Available Development Services
- Mailed to 825 businesses in Gahanna
- Mailed April 2002
- As of July 2002
  - Over 25% of surveys were returned
  - Allowed us to update 20% of our business database with the returned information
  - 18% of Respondents requested a meeting with the Development Department



# Survey Design

- Challenge #1
  - Increasing Rate of Return
- Solution
  - Shortened survey so all questions fit on one page
  - Sent separate mailing that only included survey
  - Designed to resemble an official City notice or bill
- Challenge #2
  - Reducing assembly time
- Solution
  - Redesigned survey to take advantage of window envelopes
  - Eliminated need for two sets of 825 labels
  - Improved information updating



# Survey Incentive

- Quick Reply Incentive
  - First 10 completed surveys received 9 holes at the Gahanna Golf Course
  - We received 17 the day *after* the mailing
  - Passed last year's mark after 6 days
- Long Term Reply Incentive
  - 6 week reply deadline
  - Prize Drawing for "Weekend Of Gahanna Fun"
  - One Prize Package
    - Local Business Sponsorship by Hotels & Restaurants
    - More City Golf (2 passes)& Bar-B-Q Fest VIP Passes
- Results
  - Over 25% of surveys were returned
    - Return rate is more than double the 2001 Survey



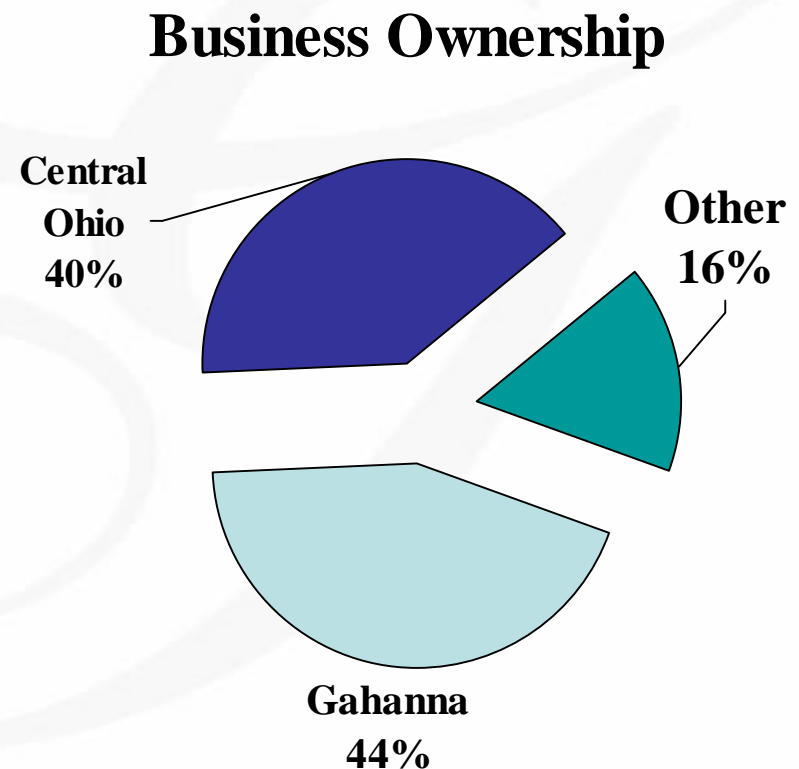
## Survey Information

- The 16 questions included:
  - Address & Info Update (contact info/e-mail)
  - Business & Ownership Information
  - 2002 Expectations (expanding, relocating, etc)
  - 2001 Economic Success Rating
  - City Services Ratings
  - Opportunities to ask for assistance
  - Chamber Membership



# Business Ownership

- Allows us to determine if Gahanna's mix of businesses is healthy
- Survey Respondents were overwhelmingly local and regional - perhaps skewed by higher probability of local returns

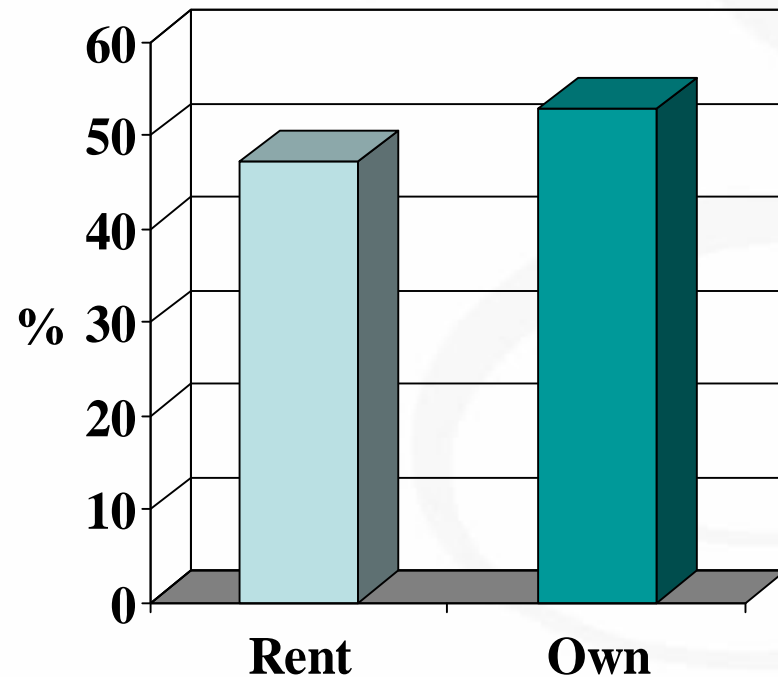






# Building Ownership Status

## Site Ownership Status



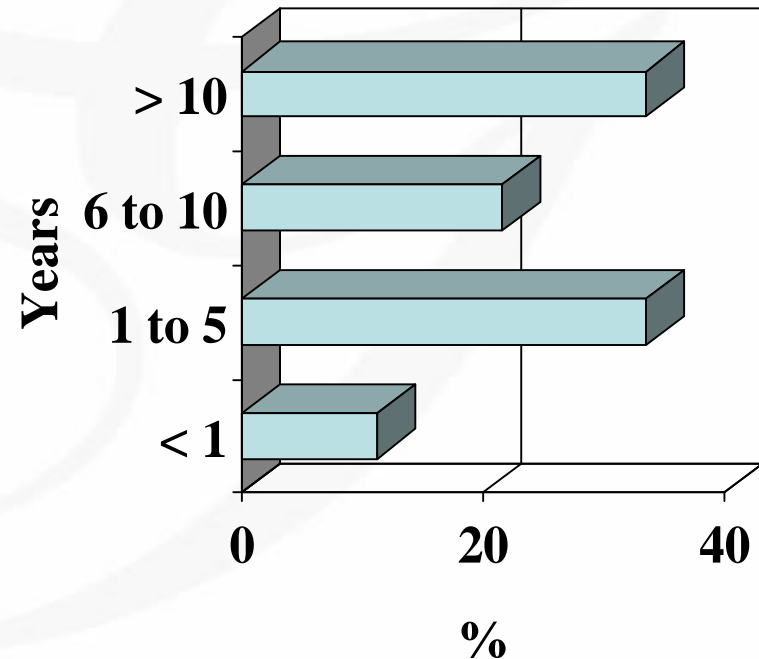
- Gives us a picture of the costs involved to local businesses
- Tells us about their ability to relocate



## Location Residency

- Tells us about the stability of local businesses in their current location
- The majority of survey respondents are well-established at their present location
- 55% reported 6+ years at present location

**Length of Residency**

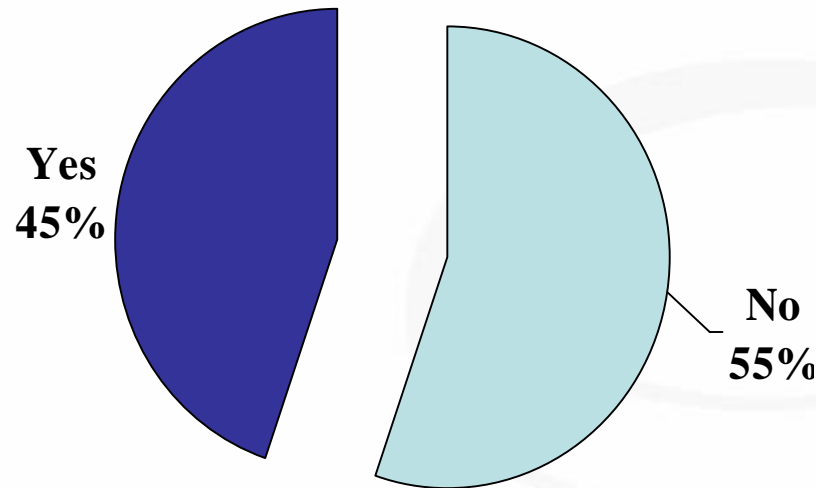






# Open on Weekends?

## Open on Weekend Day?

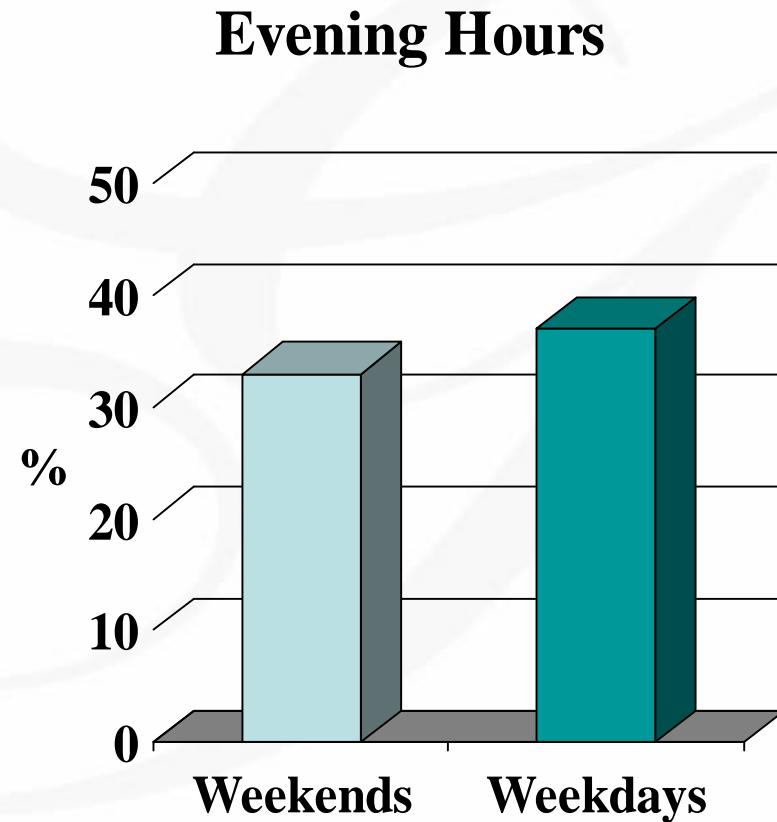


- Measures Gahanna's Commercial Vitality on weekends
- 91% of respondents are open Mon-Fri
- 45% of respondents are also open on at least one weekend day



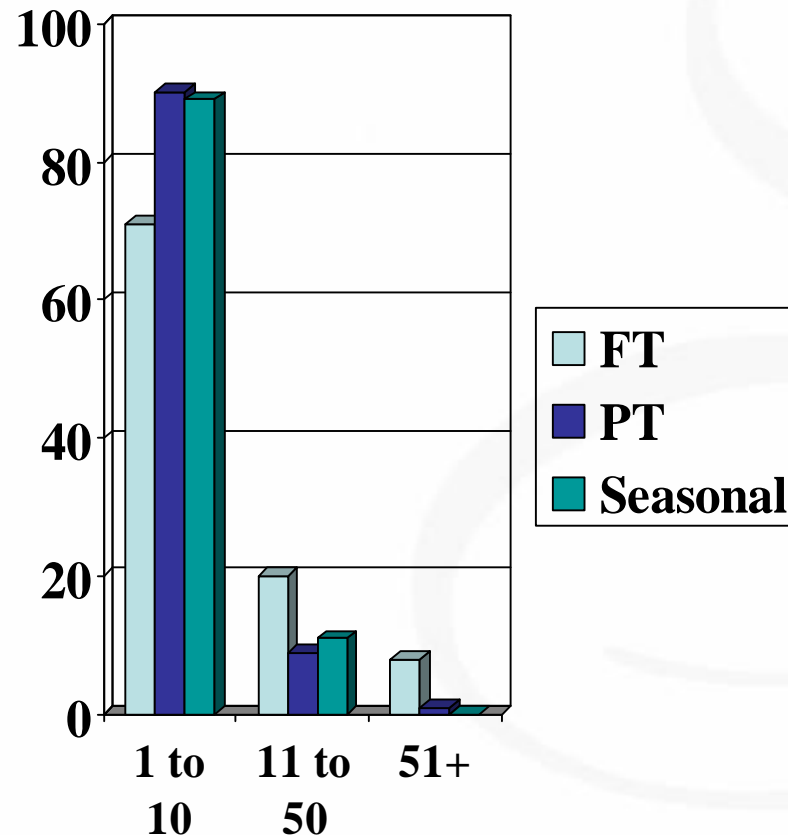
# Open on Evenings?

- Measures Gahanna's Vitality after the regular business day
- 37% have weekday evening hours
- 33% have weekend evening hours





## Types of Employees

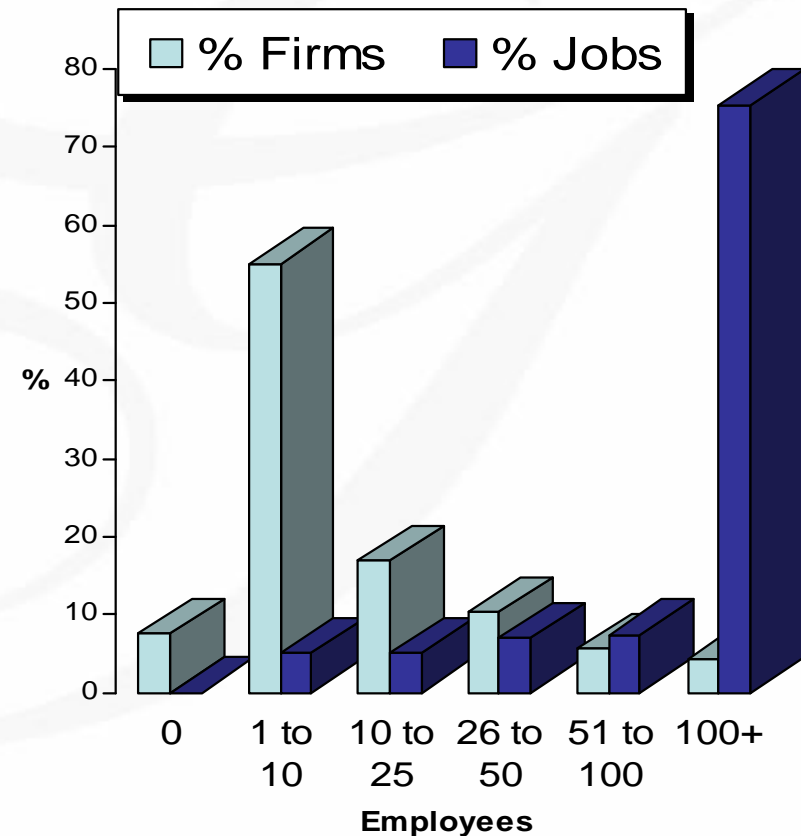


- This gives a picture of the type of jobs survey respondents provide
- Most provide 10 or fewer jobs per business
- Only 8% have more than 50 F-T positions
- 72% = no seasonals
- 26% = no part-timers



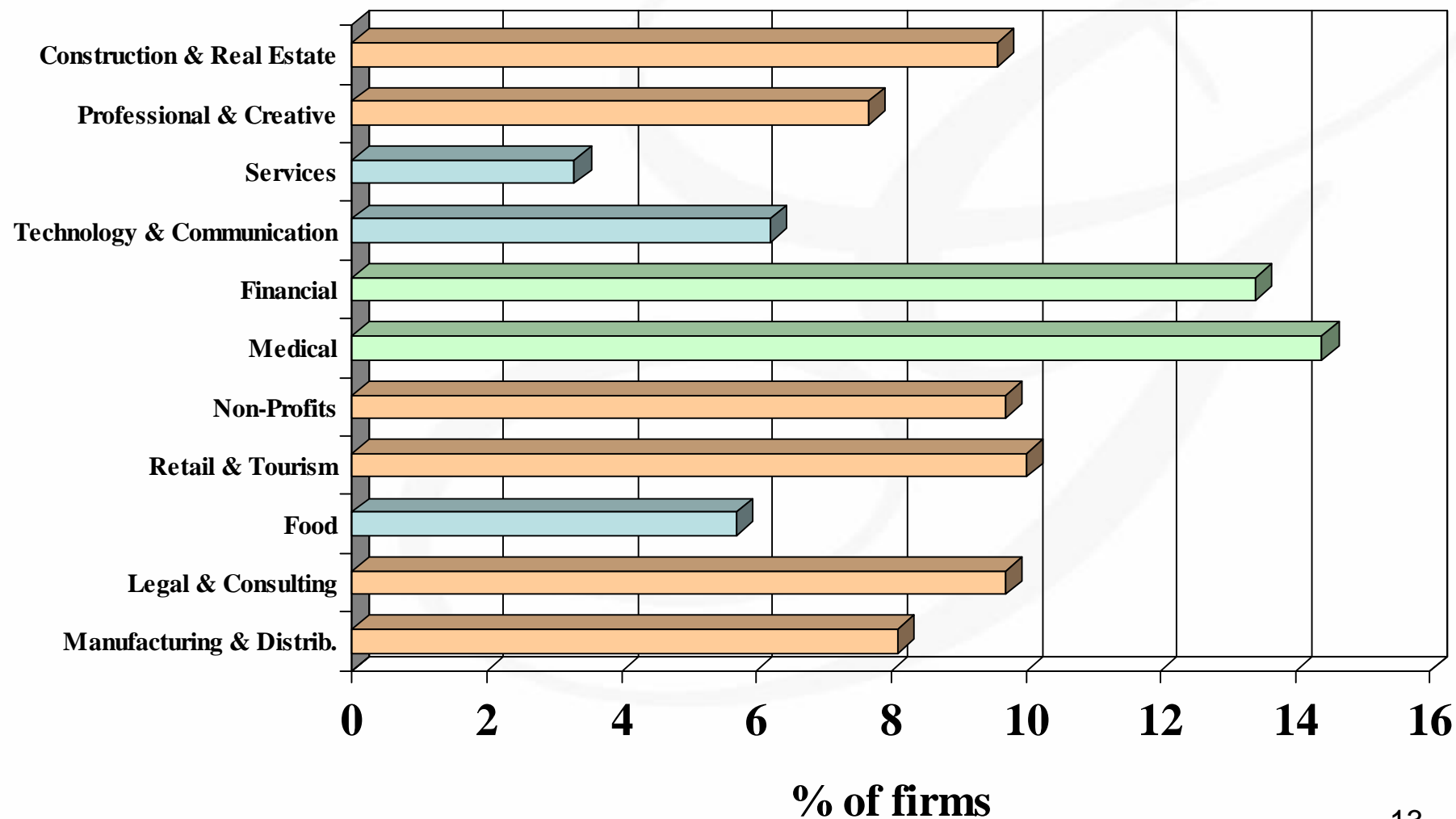
## Size of Local Businesses

- 55% have fewer than 10 employees but only provide 5% of jobs
- Only 4% have more than 100 but provide 75% of the jobs
- Only 6% between 50 & 100 but provide 7% of the jobs





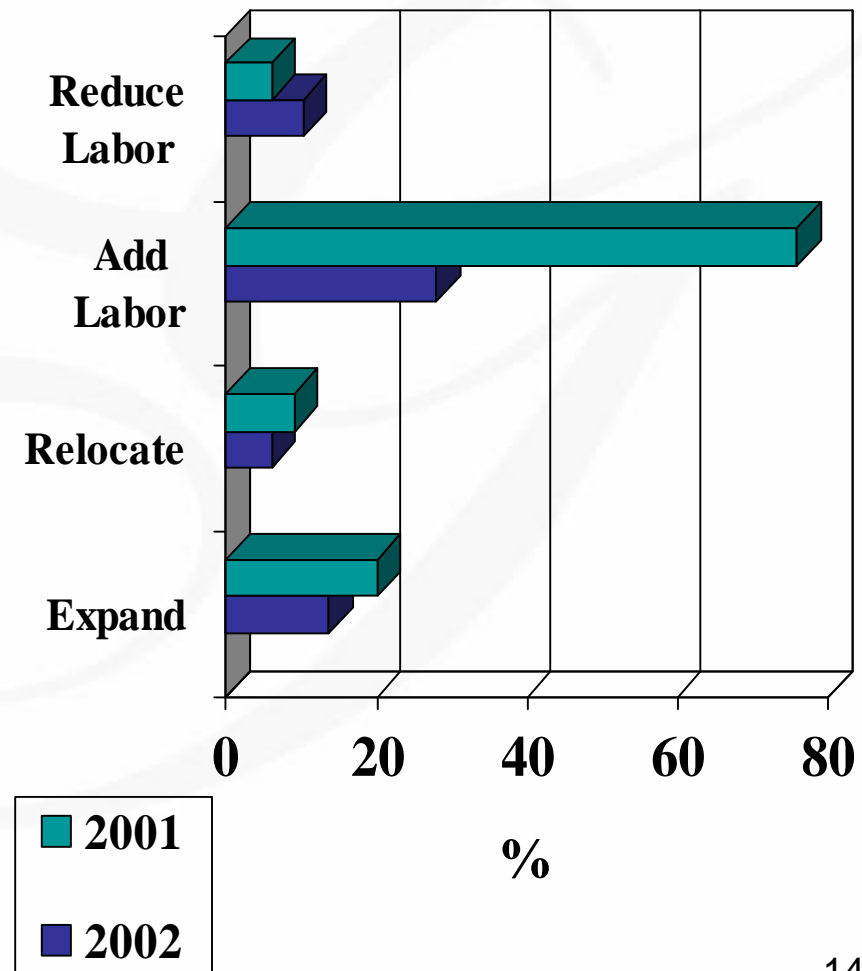
# Types of Local Businesses





# Business Expectations for 2001

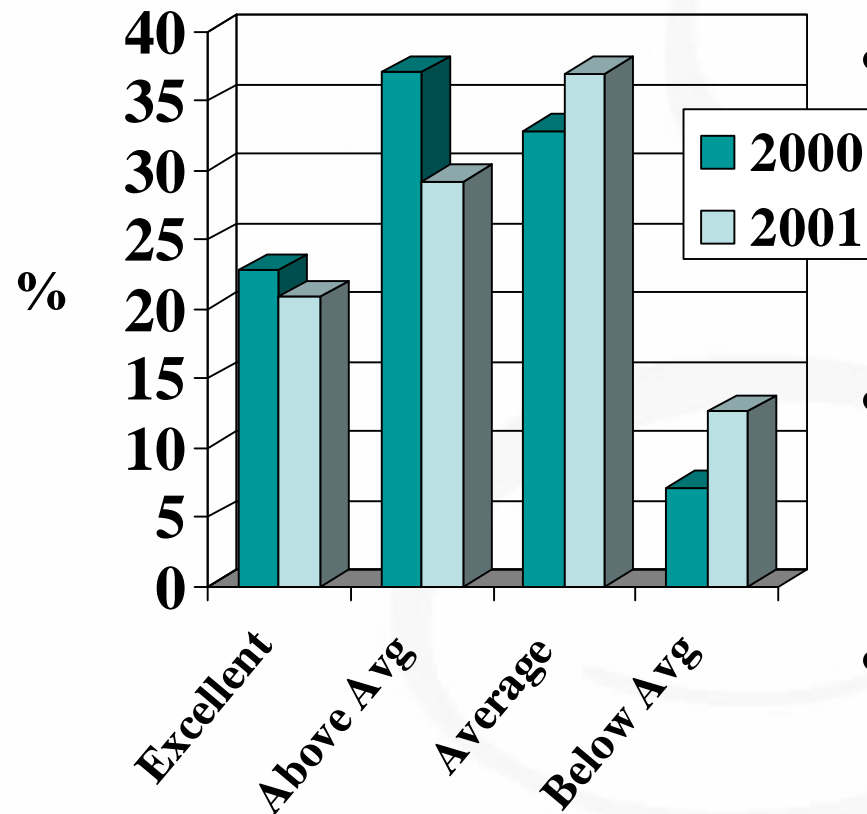
- Are the respondents growing, slowing, or going?
- 3% replied as leaving Gahanna or closing down
- 41% expected to add employees or expand
- Expectations down significantly from 2001







## Business Success 2000-2001

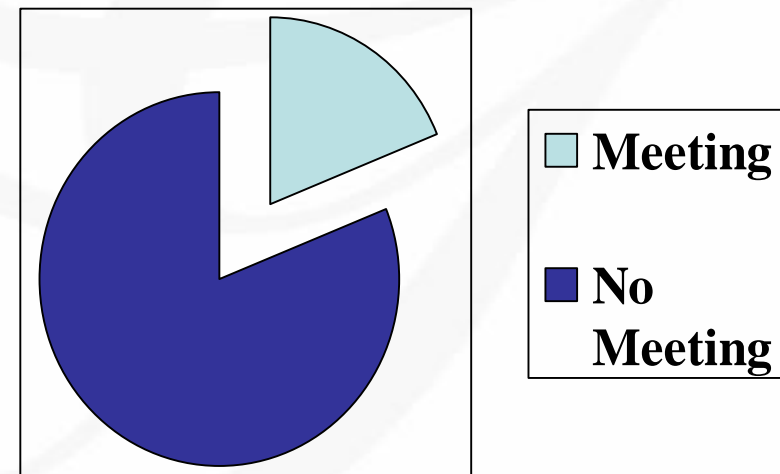


- Gauges the performance of respondents in the previous business year
- 50% enjoyed above average success in 2000
- 12% performed below average in 2001 (50% more than in 2000)



# Getting Development Involved

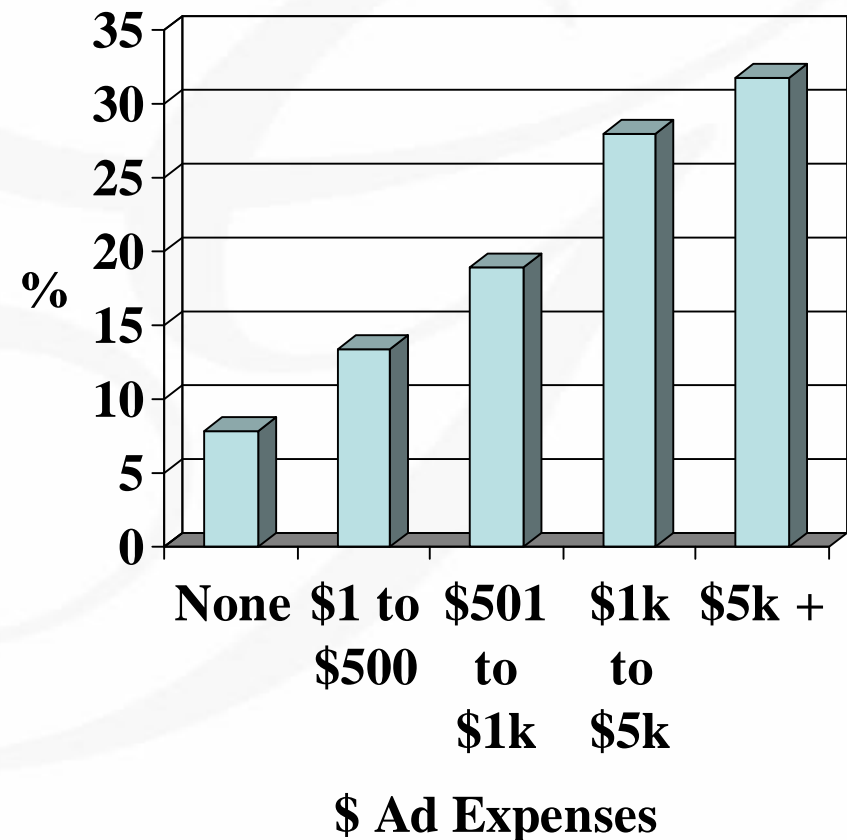
- Survey asked if the Development Dept. could discuss future opportunities with their business in 2002.
- 18% asked to meet with the Development Dept. (40 businesses)





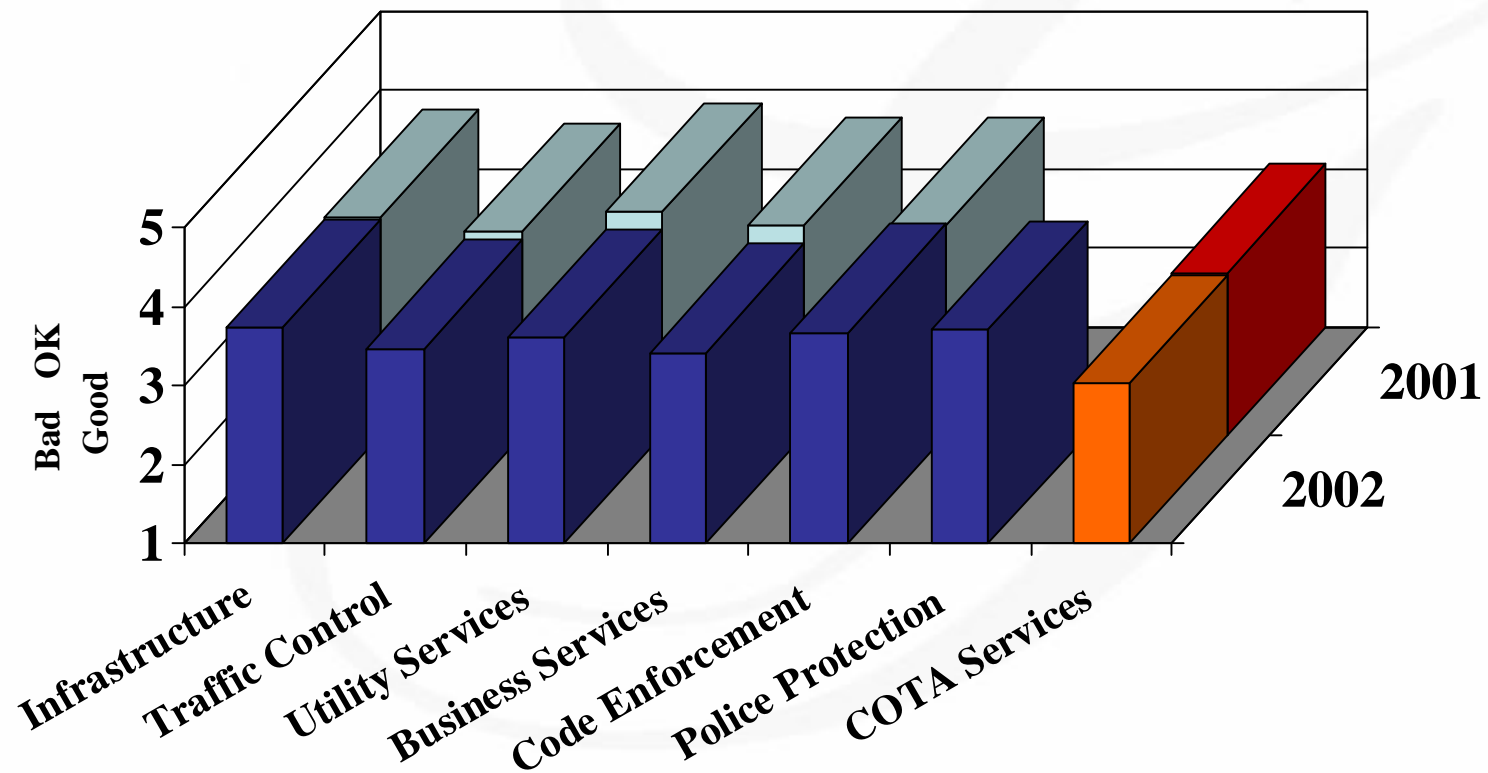
# Advertising Expenses in 2001

- Indicates lack of or need for promotions
- 31% spend more than \$5,000 annually
- 8% spend nothing
- No real change from 2000



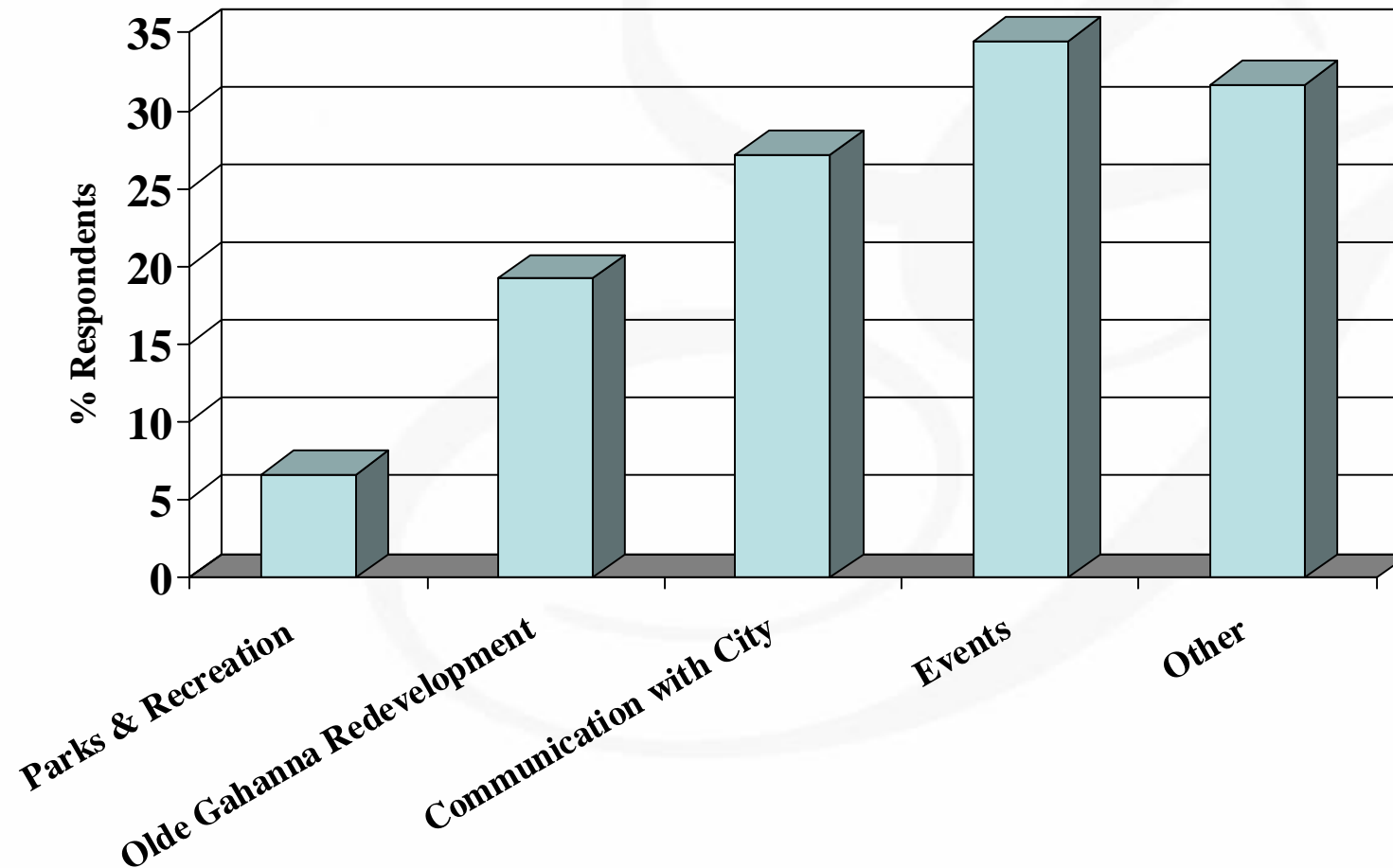


# Rating City Services





# Most Important City Services?





## Post-Survey Strategy

- 40 Businesses Identified for Opportunities Meeting with the Development Department
- Summary of Survey Results presented to Council and the Chamber of Commerce





## Post-Survey Strategy

- Ideas to improve next year's results
  - More short-term reply incentives
  - Use same format for mailing
  - Pass out surveys at Groundhog Day
  - Allow survey response on Internet
  - Fine-tuning of question wording & categories
- Other Ideas?